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**FROM:** Howard Sobelman **PHONE:** 602-382-6228**RE:** U.S. Serial No. 10/010,947**MESSAGE:**  
Response to Notice of Non-Compliant Amendment (6 pgs.)Thank you.  
Howard Sobelman

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**ORIGINAL DOCUMENT:** Will not be sent **NUMBER OF PAGES (Including Cover):** 7

**CONFIRMATION NO.:** **CLIENT MATTER NO.:** 40655.7600

**PLEASE RETURN TO:** Debbie Micr 15s04 **PERSONAL FAX:** No

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I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office at (703) 872-9306 and addressed to: Mail Stop AMENDMENT, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on:

Date: July 24, 2006

By: Deborah A. MierIN THE UNITED STATES PATENT AND TRADEMARK OFFICEPATENT

Applicant(s):	Mark Haines, et al.	Docket No.:	40655.7600
Serial No.:	10/010,947	Group Art Unit:	3622
Filed:	November 6, 2001	Examiner:	Alvarez, Raquel
Title:	SYSTEM AND METHOD FOR NETWORKED LOYALTY PROGRAM	Confirmation No.:	5619

RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Arlington, VA 22313-1450

Dear Commissioner:

In reply to the Notice of Non-Compliant Amendment dated July 18, 2006, in which this Reply is filed within the shortened one month period of reply, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.